

2016

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VALUE of PAPER & PRINT FAST FACTS

Brand

Your brand represents the value consumers perceive in your product or service and is therefore one of your most valuable intangible assets. A successful brand requires an understanding of your target market to provide direction and identity to campaigns. As consumers are increasingly overwhelmed by digital marketing, many brands are re-discovering the power of print to engage consumers with the uniquely physical medium.

- › A recent study shows that physical interactions with advertisements increase a reader's brand perception by 41%, quality perception by 20% and intent to purchase by 24% (PHD Media, 2015).
- › Brand fatigue describes the excessive messaging that brands output through digital media platforms. Consumers that are inundated with emails, branded posts, tweets and content pieces are quickly turned off, leading to a negative perception of a brand they once engaged with (VoPP, 2016).
- › After TV advertisements (63%), print advertisements in newspaper (60%) and magazines (58%) are the most trusted media channels with a significant difference in trust being seen when compared with online advertisements (online banners, 42%) (Nielsen, 2015).
- › Millennials consume media differently than their older counterparts, exercising greater control over when and where they consume content. However, the demographic still shows the highest level of trust in newspaper and magazine advertising formats with a strong willingness to take action (Nielsen, 2015).
- › Creative that encourages people to touch a print advertisement produces even stronger brand impressions. Touching advertisements increases people's beliefs that the brand is honest and sincere by 41% (PHD Media, 2015).
- › A recent study showed that 84% of respondents understood, retained or used information that had been read on paper much better than information received on a digital device. The study also revealed that 79% found print media more relaxing and enjoyable to read (Two Sides, 2015).
- › Forbes 2016 'Publish or Perish' Report found that 93% of Chief Marketing Officers agree that their organisations must develop a publishing function in order to execute their growth agenda. With print publications still being the most effective and engaging platform, many see the advantage in aligning their brand messaging with print (VoPP, 2016).
- › The 'engagement' side of the brain gets a particularly high affinity response when people read print media. This area of the brain is reserved for familiarity, such as recognising friends or family indicating brands can gain trust with customers more effectively through print than other media channels (Print Power, 2015).
- › emma™ data reveals betting brands will find an audience who love to punt in newspaper media. Readers are 30% more likely to gamble online than non-readers (emma™, 2015).

